

# East Jumps into Fun in the Sun

Reading, Pa., Kresge 18 — Reporter Mary Byler wrote that a three-day salt water taffy promotion was very successful.

Springfield, Mass., Kresge 26 — A retirement breakfast was held in honor of Henry Little, head stockman, on April 28. In addition, a retirement party was held at Vincent's Steak House on May 25. Mr. Little intends to spend much of his time developing his small farm.

Trenton, N. J., Kresge 65 — Assistant Manager Leo Camara presented Stella Bellamy, infants-wear, with a gift for her alertness in preventing shoplifting. Mr. Camara said Stella has discovered Stella Bellamy many shoplifters on her own. Reporter Esther Hillmann said the discount sale of towels was terrific.

Erie, Pa., Kresge 76 — The store's bowling team captured the bowling trophy for the second consecutive year. The annual bowling banquet was held May 15.



Judy Auburger (left) and Josie Oliveri model sportswear styles from Kresge 382, Rochester, N. Y.



A parakeet display is the center of attraction in the pet department at 283, Jersey City, N. J.

## 80 Expects High Sales Of Seasonal Items

Paramus, N. J., Kresge 80 — Activities at Kresge 80 are really jumping with the arrival of summer, said Assistant Manager James R. Sibley. The seasonal promotions are blossoming with live geraniums heading the list. Fountain Manager James Smith said that he expects to surpass last year's summer sales. . . . Assistant Managers Mike Dybics, Fred Wegehaupf and James Sibley attended an assistant managers' meeting in Irvington and came back with good promotional ideas as well as new suggestions for over-all store operation.

## Kresge 110 Attracts International Shoppers

Lowell, Mass., Kresge 110 — Kresge 110 has become an international store. A visitor from Damascus, Syria, one of the oldest cities in the world, purchased many pieces of modern jewelry from 110 to take back as gifts to his native country. A family from Spain bought several dozen brightly colored earrings and necklace sets. They explained that most jewelry made in Spain is of metal. . . . A full end of drinking glasses in trays proved to be an excellent seller, said Reporter Helena Boucher.

Meriden, Conn., Kresge 149 — A local newspaper reported: "Quick thinking by a suspicious downtown businessman and alert action by local police resulted in the prompt apprehension of three Hartford residents Saturday afternoon on check passing charges. John K. Moore, manager, telephoned police headquarters at 4:20 p.m. to report two suspicious-looking persons attempting to cash checks in his store. Moore told Lt. Anthony Mase a man entered the store, wanted to make a purchase and cash a payroll check drawn on the Hartford Cooperage Co. Moore, on a hunch, refused to cash the check. About 10 minutes later a woman came into the store, purchased \$7.35 in goods and wanted to cash a payroll check also. This, Moore noted, was also drawn on the same Hartford firm but for a different amount than the one presented by the man earlier. Moore again refused to cash a check and the woman left." Manager Moore noted the license numbers of her car and called police. After police apprehended the pair and a third person, it was discovered they had nine checks made out on a check-writing machine in their possession. All were drawn on the same Hartford firm which had been robbed of \$1 blank checks about a month before.

Pittsburgh, Pa., Kresge 182 — Sue Jordan has been promoted to food department head at 182.

New Bedford, Mass., Kresge 184 — Staffers congratulated Nancy Beijar, health and beauty aids, and Isabel Freitas, notions, for getting entries on the Sales Bulletin twice.

White Plains, N. Y., Kresge 230 — Staffers expect June to be a top month for sales with lots of visitors to the World's Fair. The store has made many friends through the Fair. A woman from England orders two dozen hair nets every four or five months. She visited the store last year and now always attaches a friendly letter with her order and pound note.

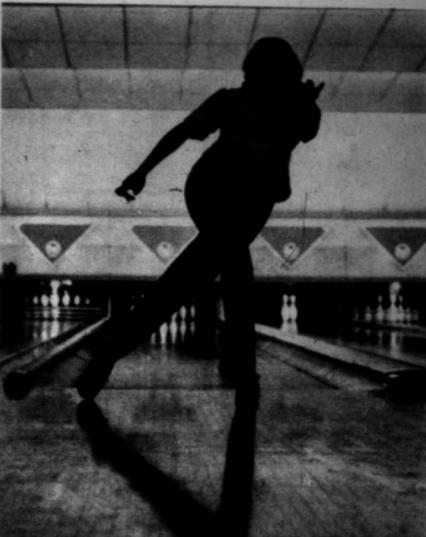
## 255's Bowlers End Season with Banquet

Quincy, Mass., Kresge 255 — The bowling season at 255 was topped off with a banquet. Mary Reynolds was awarded the trophy for highest average. . . . A very young man shopping for slippers for a Mother's Day gift, when asked what size he wanted, said very seriously: "Size 32."

Jersey City, N. J., Kresge 263 — Alma Herzog, pet department head, reported high sales during a parakeet promotion. . . . The horticulture department staged a continuous sidewalk sale and sold, at last report, over 300 dozen geranium plants in addition to a variety of other plants.

Elmira, N. Y., Kresge 275 — Staffers at 275 prepared for a busy summer and made plans to model new sun hats during the store's Fun in the Sun promotion.

Pittston, Pa., Kresge 282 — Employees reported that they were ready for the July Fun in the Sun promotion with big stocks of quality merchandise and special displays. . . . A cook-out is planned for this month.



K mart 4009's bowling team, captained by Helen Strike, rolls to a finish in Washington, Pa., at season's end. The banquet was April 27.

— photo by Michael Povich



Revell Inc. representative Tom Wormoth awards slot car to winner of a championship slot car race at 4834, in Mattydale, N. Y.

Manager Henry Nearing (left), Assistant Manager Alfred French oversee spring flower promotion at 4054, in New Kensington, Pa.



Manager James B. McKibbin, 282, Pittston, Pa., presents unclaimed \$10 bill to nine-year-old Billy Watson who turned the bill over to the office cashier after finding it in Kresge 282 while shopping.

## 291's Staff Competes in Layaway Contest

New London, Conn., Kresge 291 — The May Layaway Contest provided a lot of excitement around 291. Team captains were Betty Hyde and Richard A. Fraga, assistant manager. The winners received a week vacation plus breakfast served by the losers. . . . Because last year's trip to the World's Fair was so successful — 49 Kresgeites went — employees plan a similar trip for this year.

Rochester, N. Y., Kresge 382 — Swim suit and sportswear sales were sparked by Judy Auburger and Josie Oliveri who modeled Kresge apparel for customers in the ready-to-wear department one weekend.

New Castle, Pa., Kresge 422 — A Sunday evening steak dinner climaxed the bowling season with the Kresge team winners. All members of the Kresge teams received trophies with their names inscribed on them. In addition, Bonnie Marks, china and glassware; Kay Jones, food department head, and Lola Moore, office, won door prizes.

Bayonne, N. J., Kresge 409 — The store has been newly painted for the summer season. . . . Reporter Frances Hogan said geranium and begonia plants went over big in late spring.

## Kresge 474 Promotes Ice Cream Sandwiches

New Hyde Park, N. Y., Kresge 474 — With the arrival of hot weather, the store is promoting ice cream sandwiches with every check-out staffer suggesting them. Also charcoal grills and beach toys are being promoted. A display of beach toys hanging from the ceiling boosts sales.

Washington, Pa., K mart 4009 — Michael Povich, camera department manager, is the new KRESGE NEWS reporter for 4009. The bowling team finished 11th out of 16 teams in the league. Team members include: Helen Strike, captain, who totaled a final high score of 194; Marilyn Engle, who had a high series of 481; June Beadling; Jan Porter; Alice Hirst and Alice Kuhn. . . . Becker Miller, toys, got "electrifying results" while assisting the Human Dynamo during his appearance at the Washington Plaza Shopping Center May 6 through May 8. The Human Dynamo, Harold C. Baer, who spent 12 years developing his act, drew a capacity crowd during his visit. A group of local officials including Manager William H. Bolger, who is vice president of the Washington Plaza Tenants Association, witnessed a preview demonstration of the act on May 4.

## K mart 4034 Offers Rose Growing Tip

Mattydale, N. Y., K mart 4034 — A regular customer of 4034 who is president of the Syracuse Rose Society offered this tip for rose growers: "Once a year, in early May, scatter one tablespoon of epsom salts on the ground around your rose bushes to make them sturdy." Reporter Francisca Dumas uncovered the tip when she discovered the customer buying a large bag of epsom salts from the store. . . . The bowling teams attended a bowling banquet on May 4 at Wysock's Restaurant on Oneida Lake. Captains for K mart teams were: Alta Raciti, Evelyn Yerton, Norma Pestillo and Alice Balch.

New Kensington, Pa., K mart 4054 — Dorothy Franklin said a weekend promotion of Easter flowers in front of the store brought terrific sales results.

Reading, Pa., Jupiter 4504 — Nine degree weather boosted sales of umbrellas and table sets. Reporter Emma Geiger said sales were big.